

WHYTE-HARDEE BOULEVARD MASTER PLAN

Hardeeville
SOUTH CAROLINA

WORK-IN-PROGRESS PRESENTATION
FEBRUARY 25, 2020

PRESENTATION

- » Introduction
- » The Charrette
- » Framework to Focus Area
- » Strategies

OPEN HOUSE

THANK YOU!

- » HARDEEVILLE FIRE DEPARTMENT
- » JOEY ROWELL
- » JASPER COUNTY CHAMBER OF COMMERCE
- » HARDEEVILLE MAYOR, COUNCIL, AND STAFF



common ground

ROLE:

- Project lead
- GIS
- Public engagement
- Urban design
- Land use/Form planning



ROLE:

- Market opportunities
- Strategic market recommendations



ROLE:

- Mobility planning
- Streetscape design
- Preliminary cost estimation



ROLE:

- Urban design
- Land use/Form planning
- Form-based regulation recommendations



ROLE:

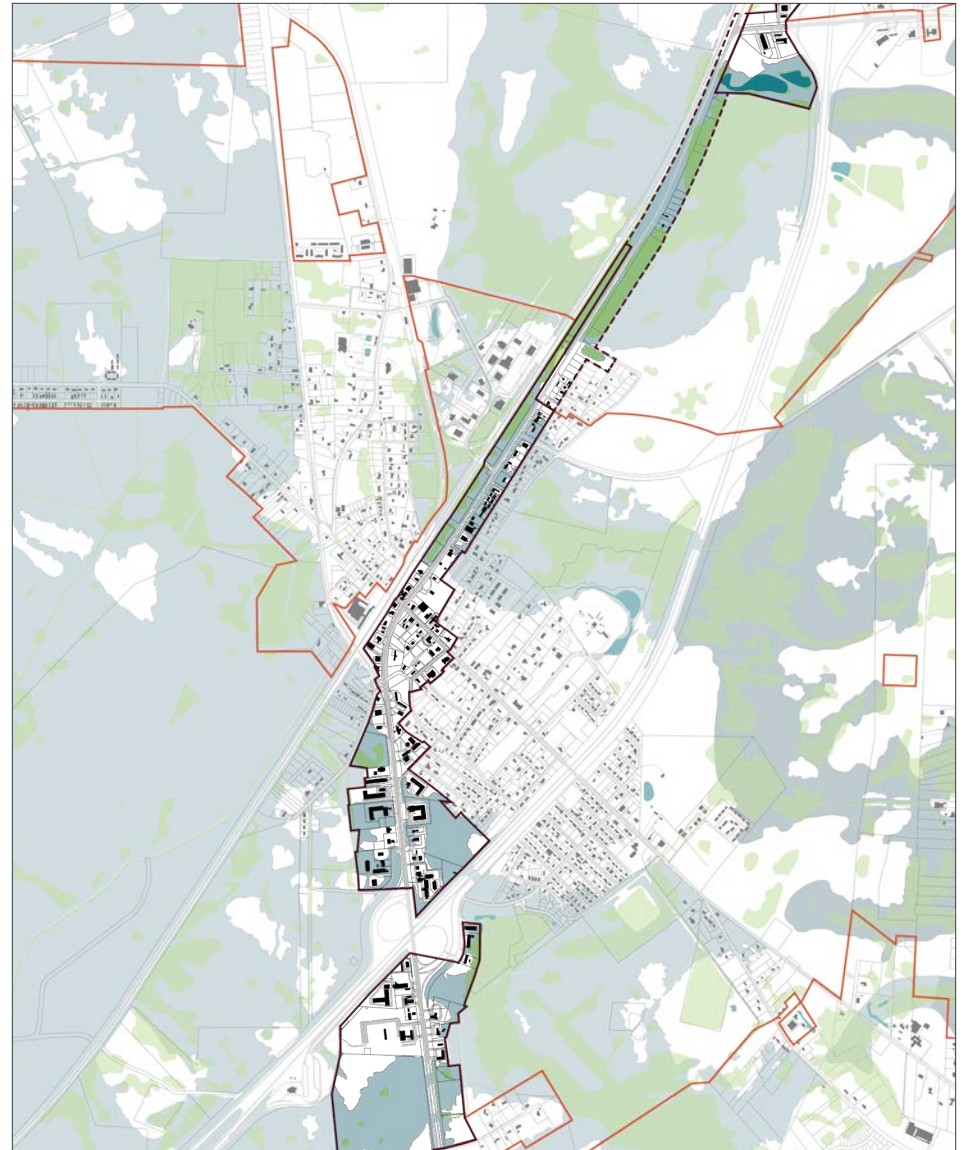
- 3-D illustration

Project Purpose

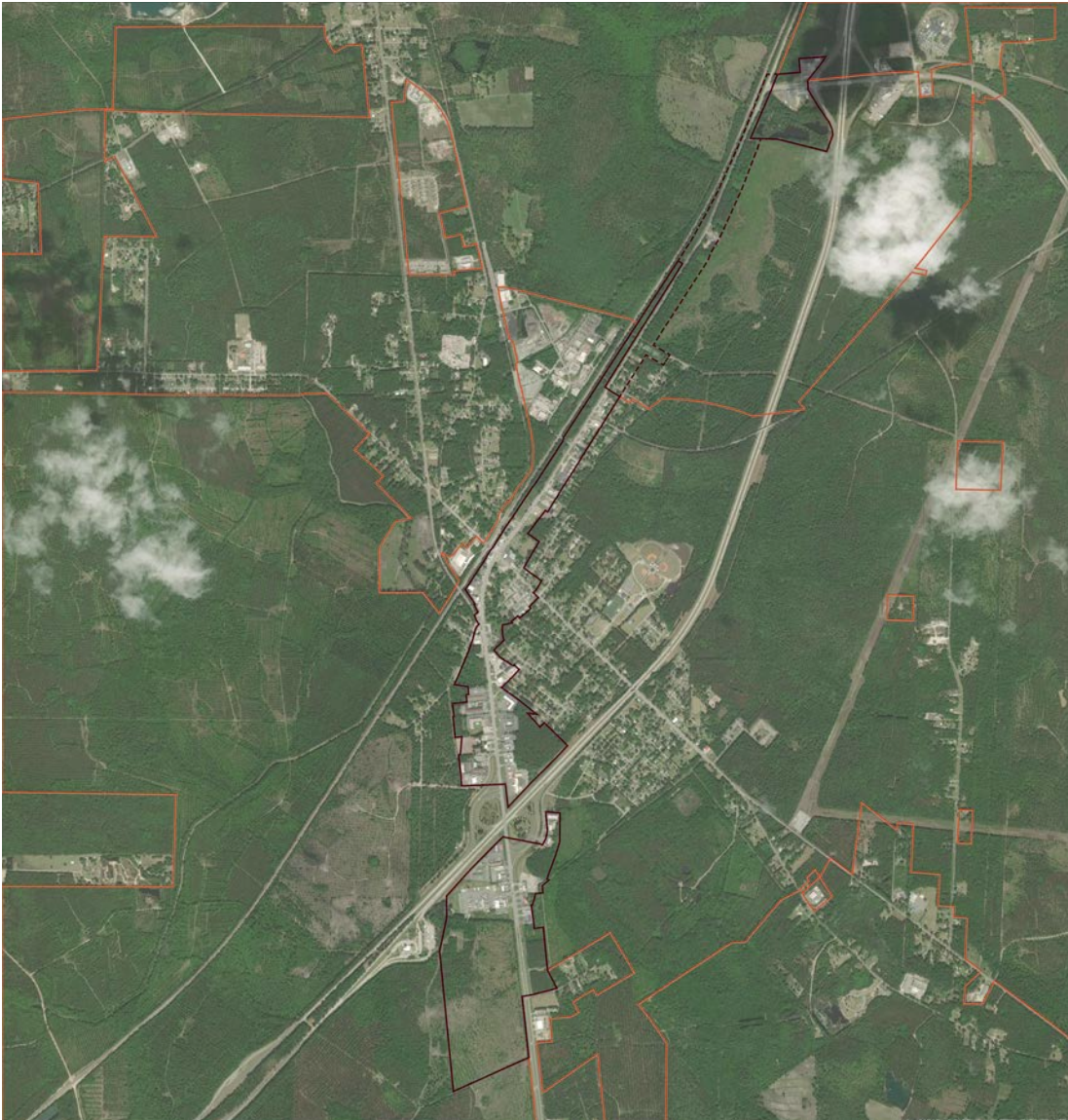
General assessment of current conditions along the corridor

Provide recommendations for enhancements to the corridor

Provide recommendations for the creation of a walkable downtown core that promotes economic development and redevelopment using public and private sources



Defining the Project Boundary



3+ mile corridor

Northern boundary:

Highway 278 (exit 8)

Southern boundary:

Strain Place (south of exit 5)

The Design Process



Phase 1: Understand

- » Project Initiation
- » Project Kick-off
- » Review and Analysis



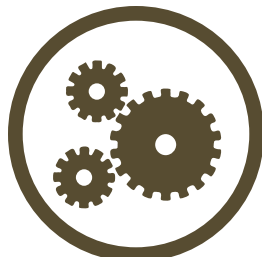
Phase 2: Design

- » Planning Charrette Preparation
- » Planning Charrette ← **WE ARE HERE**



Phase 3: Refine (3 mo.)

- » Plan Refinement
- » Draft Plan Document



Phase 4: Implement (1-2 mo.)

- » Draft Plan Presentation
- » Final Revisions

THE CHARRETTE



Charrette Schedule

Time	FRIDAY	Team Members: CG, M, FM SATURDAY	Team Members: CG, M, FM SUNDAY	Team Members: CG, FM, RGDE MONDAY	Team Members: CG, FM, RGDE TUESDAY	WEDNESDAY
8:00 AM		Hands-on Session Set-up	Technical Meeting (if needed)	Meeting w/ Municipal Hub Design Team		Break down Studio and Team Departure (optional debrief with City Planners/Staff)
9:00 AM		9:00 AM-12:00 PM Hands-on Design Session (Fire Station)	Open Design Studio	Open Design Studio	Closed Studio Prep for Work-in-Progress Presentation	
10:00 AM						
11:00 AM						
12:00 PM		Community Lunch	Lunch	Lunch	Lunch	
1:00 PM						
2:00 PM			Open Design Studio		Closed Studio Prep for Work-in-Progress Presentation	
3:00 PM	Team Arrival Studio Setup Follow-up Fieldwork	Initial Brainstorming	Steering Committee Meeting	Open Design Studio		
4:00 PM						
5:00 PM			Open Design Studio			
6:00 PM					6:00 PM-7:30 PM Work-in-Progress Presentation (Council Chambers)	
7:00 PM						
8:00 PM	Dinner/Free Time	Dinner/Free Time		Dinner/Closed Studio Prep for Work-in-Progress Presentation		
9:00 PM			Dinner/Free Time		Dinner/Free Time	
10:00 PM						

Key input/feedback opportunities

Open to the general public

PLEASE NOTE: The Design Studio will be in the Greater Hardeeville Chamber of Commerce located at 36 Main Street.

Hands-on Session



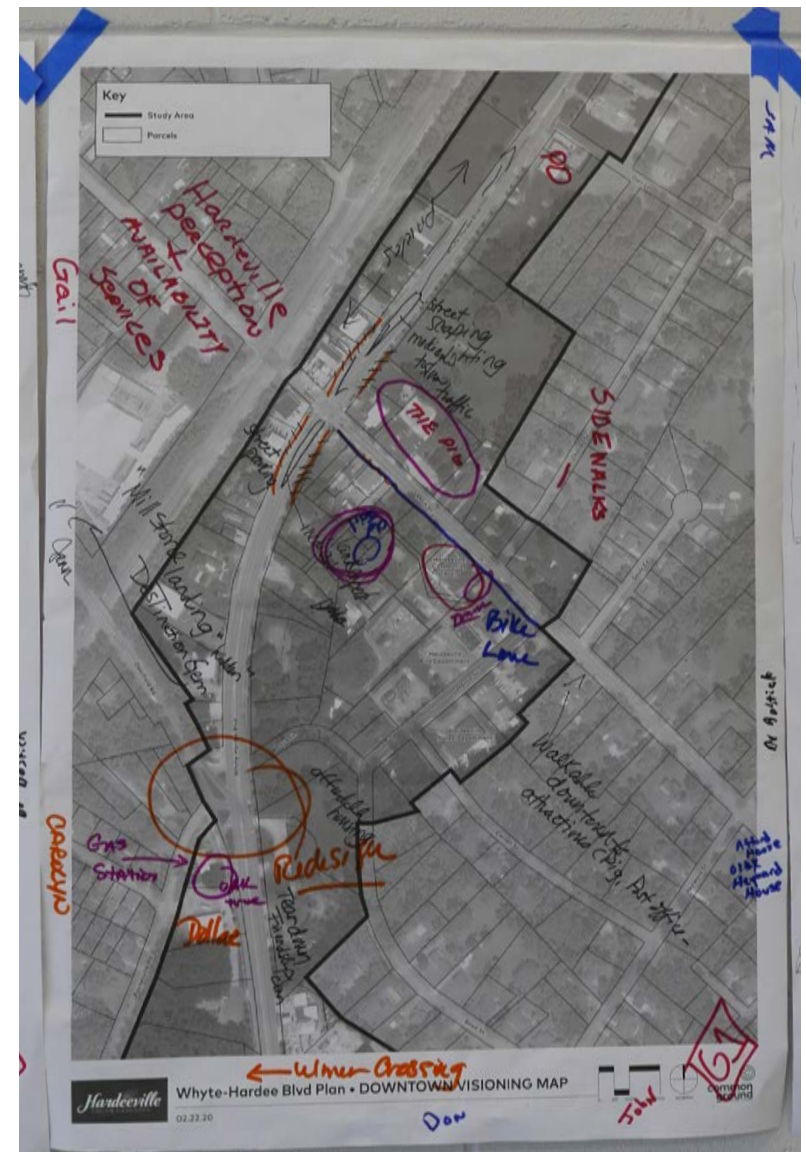
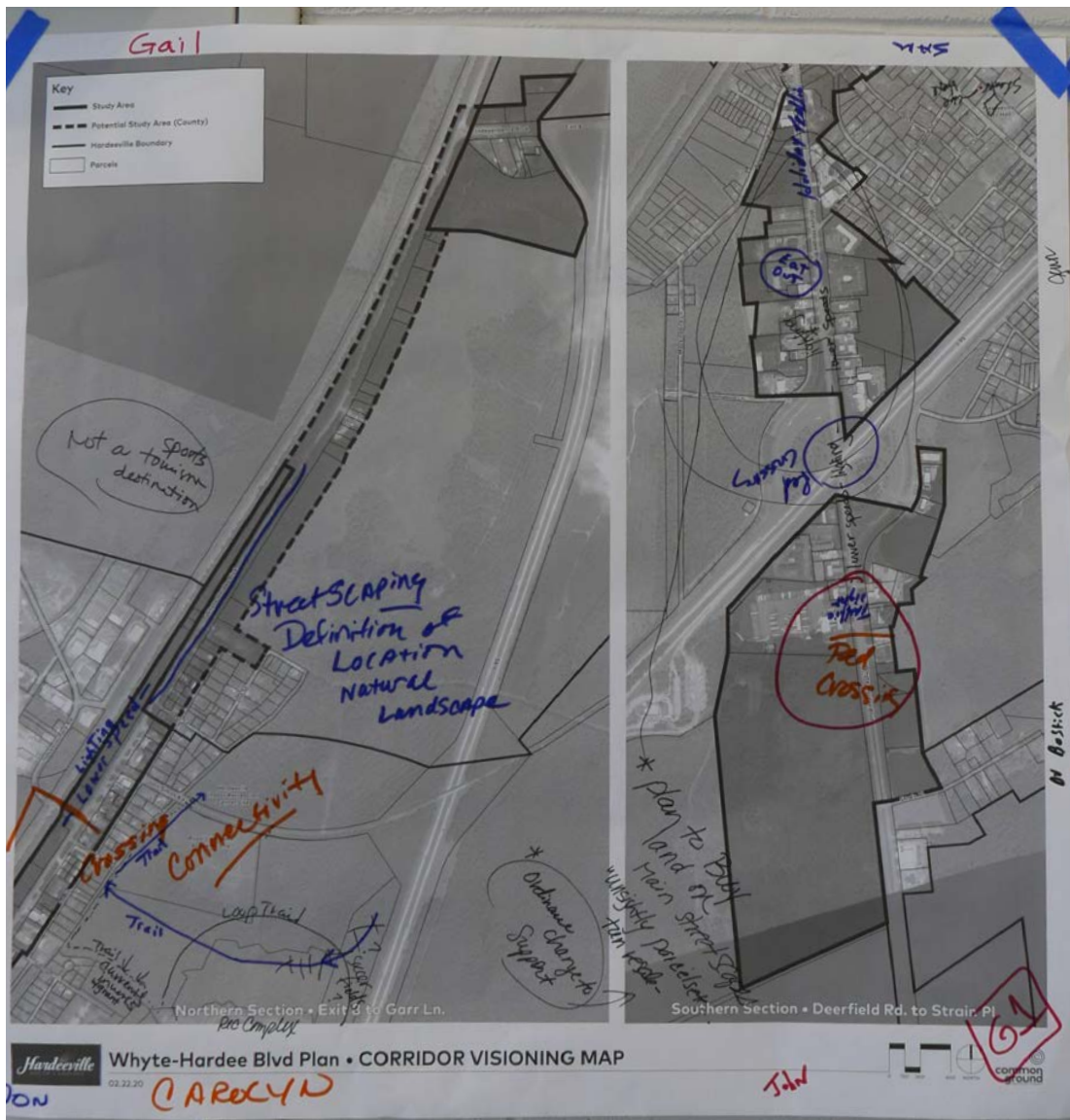
Hands-on Session



Community Lunch



Table Maps



"Big Ideas"

- » **Reduce speed and increase lighting**
- » **Walkability - trails**
- » **Historic and cultural preservation (jail, old oaks, 50's style gas station)**
- » **Design - 50's and 60's - Happy Days**
- » **Stronger ordinances to support revitalization**
- » **Safety-more police protection-clean up motels**
- » **Attractive streetscape (sidewalks/lighting/décor)**
- » **Common parking areas and code changes to accommodate mixed-use development**
- » **Develop downtown area with mixed-use (residential/shopping/office/restaurants) From Deerfield to Garr**
- » **Better signage from Exits 5 and 8 on I-95 directing traffic toward "downtown" Hardeeville and other points of interest**
- » **Change "image" of Hardeeville**
- » **Redesign traffic pattern with streetscape improvements**
- » **Downtown farmers market**
- » **Food destination**
- » **Planned community development with focus on walking-mixed use-retail and multi-family/single-family housing**
- » **Hispanic festival (heritage)**
- » **Redirection of truck traffic**
- » **Central downtown with park and benches**
- » **Bike and pedestrian-walkable center**
- » **Streetscape/branding**
- » **Clean-up existing businesses**

Brainstorming



Steering Committee Meeting



Focus Area Scenarios



Open Studio



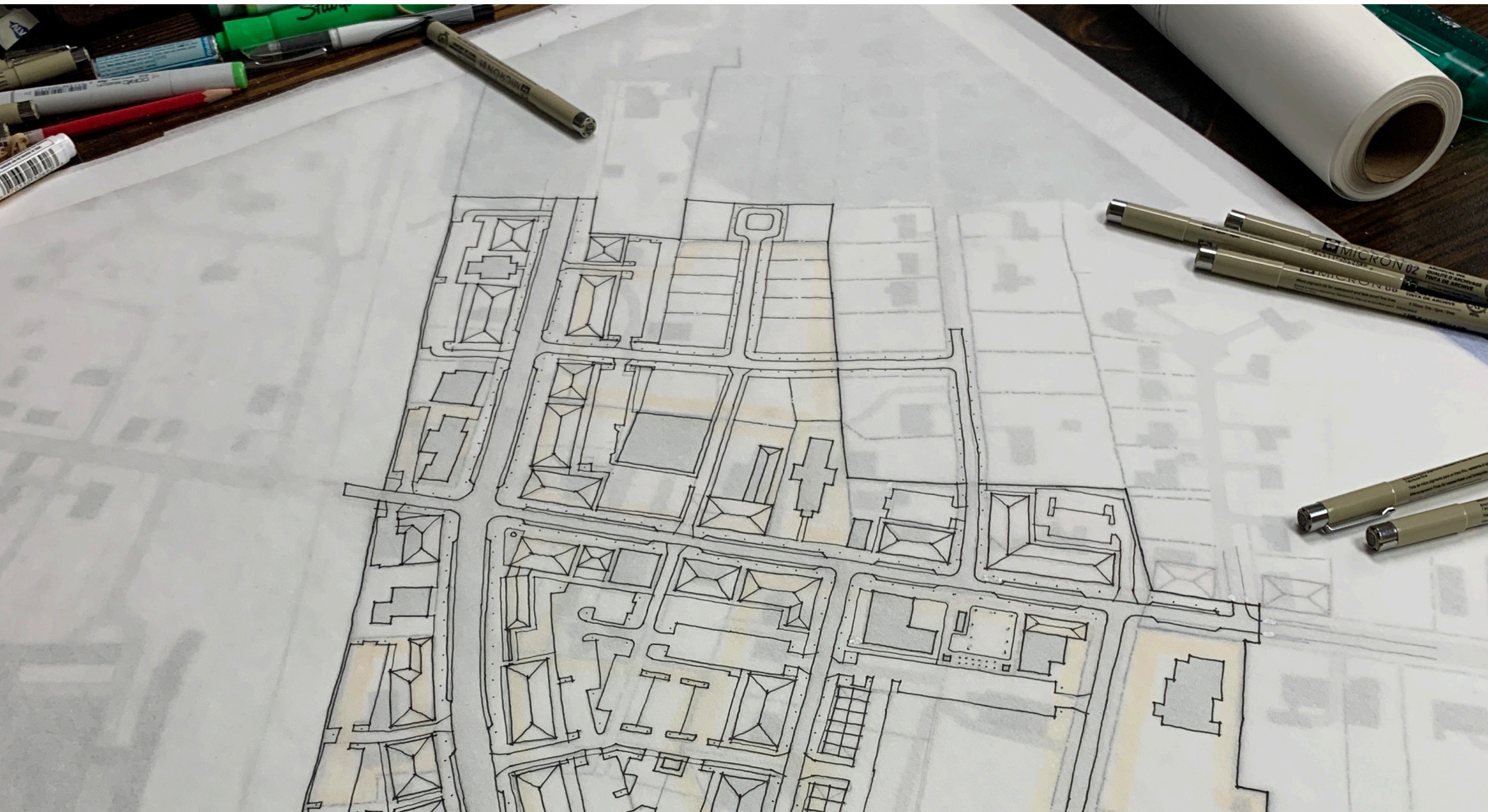
Meeting with Municipal Hub Team



Working Late



Final Preparation



FRAMEWORK PLAN TO FOCUS AREA



CONCEPTUAL FRAMEWORK PLAN



- » **FRAMEWORK** captures the **BIG IDEAS** with the ideas from experts
- » Overlays the elements of the plan—**LAND USE, DEVELOPMENT FORM, MOBILITY, OPEN SPACE, ETC.**—to create a “complete” corridor
- » Focus Area **SCENARIOS** help to illustrate concepts
- » All of this work lays the foundation for **STRATEGIES**

Northern Portion of Corridor



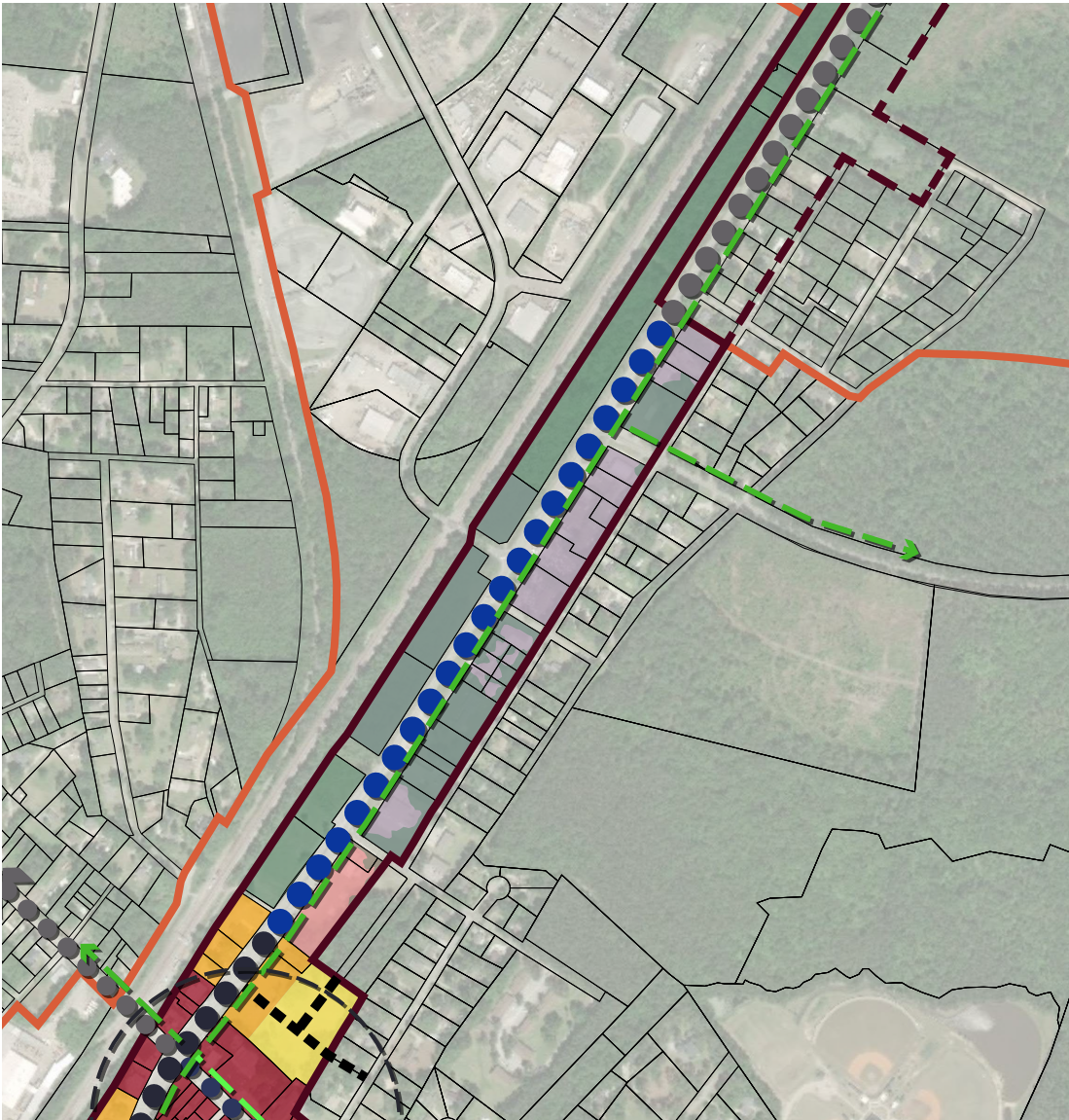
Interchange

- » Auto-oriented
- » Revisit Highway Corridor Overlay District standards
- » Signage/wayfinding

Land in County

- » Maintain rural character (very wet)
- » If annexed, maintain deep, natural buffer in front of development

Northern Portion of Corridor



Preserve

- » Land encumbered by railroad, floodplain, and wetlands

Mixed Corridor

- » Mix of auto-oriented uses (auto service, auto sales, etc.)
- » Enforce no parking in R.O.W. when private property can accommodate vehicles
- » Enforce property maintenance
- » Design standards for new development
- » Streetscape improvements to mitigate, screen, and beautify

John Smith/WHB Intersection

Near Intersection of WHB and John Smith



Streetscape

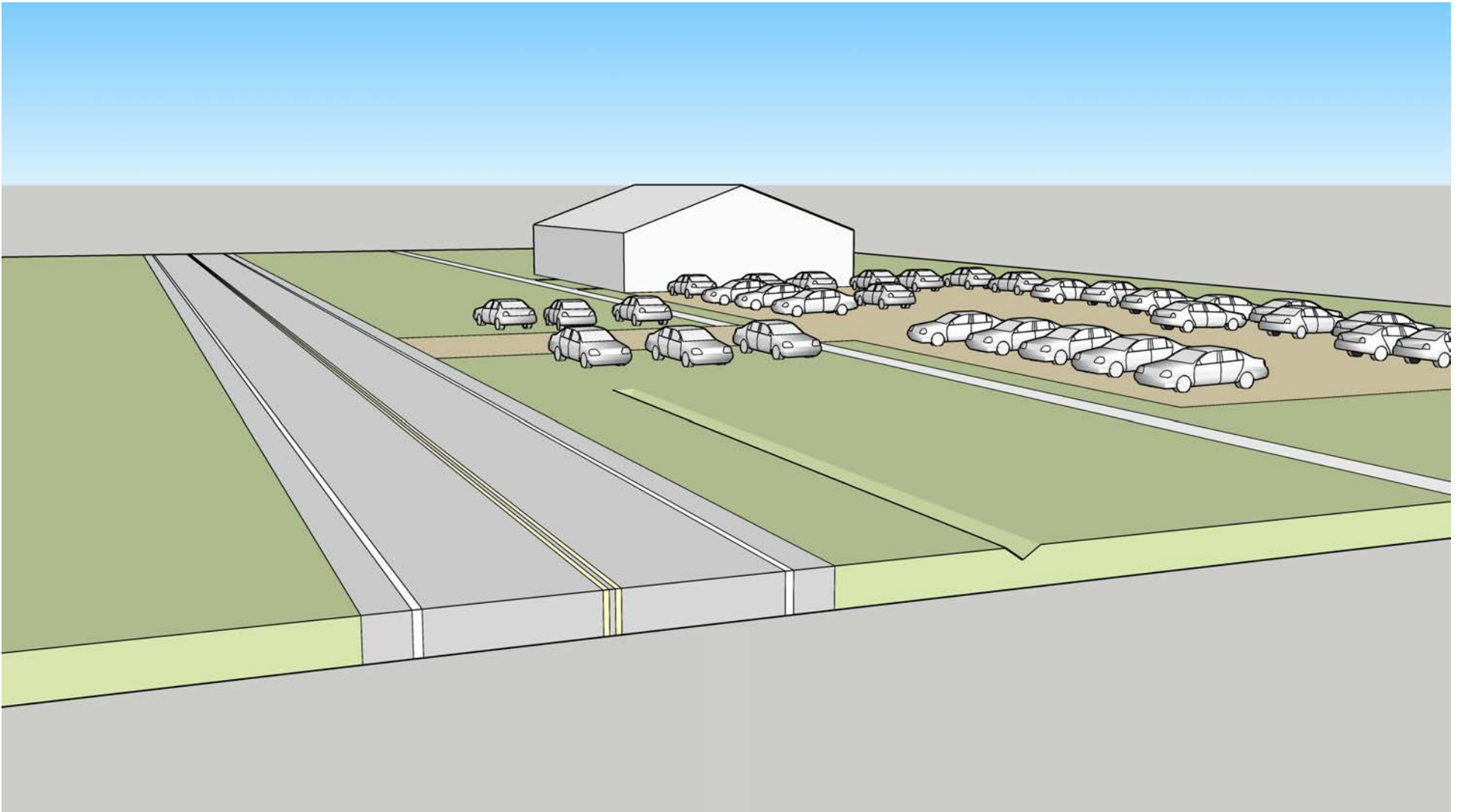
- » Side path (East Coast Greenway)
- » Street trees
- » Improve drainage ditch to bioswale with native grasses
- » Lighting
- » Low signage
- » Wayfinding

Screening

- » Trellis fencing as part of streetscape to hide unsightly lots
- » Wall or row of evergreen shrubs between new parking lots and streets

W-H BOULEVARD EXISTING

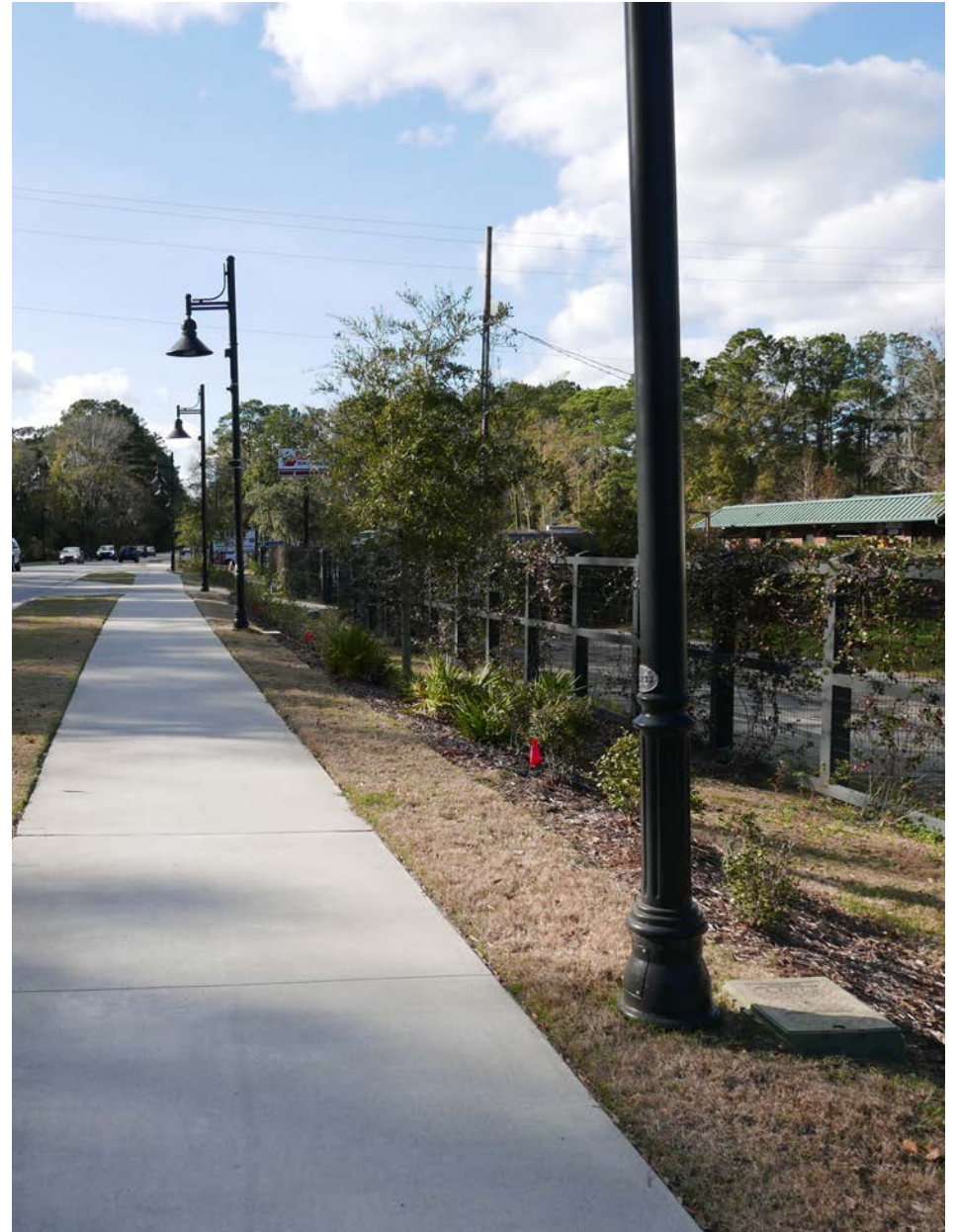
Northern Portion of Corridor



W-H BOULEVARD PROPOSED

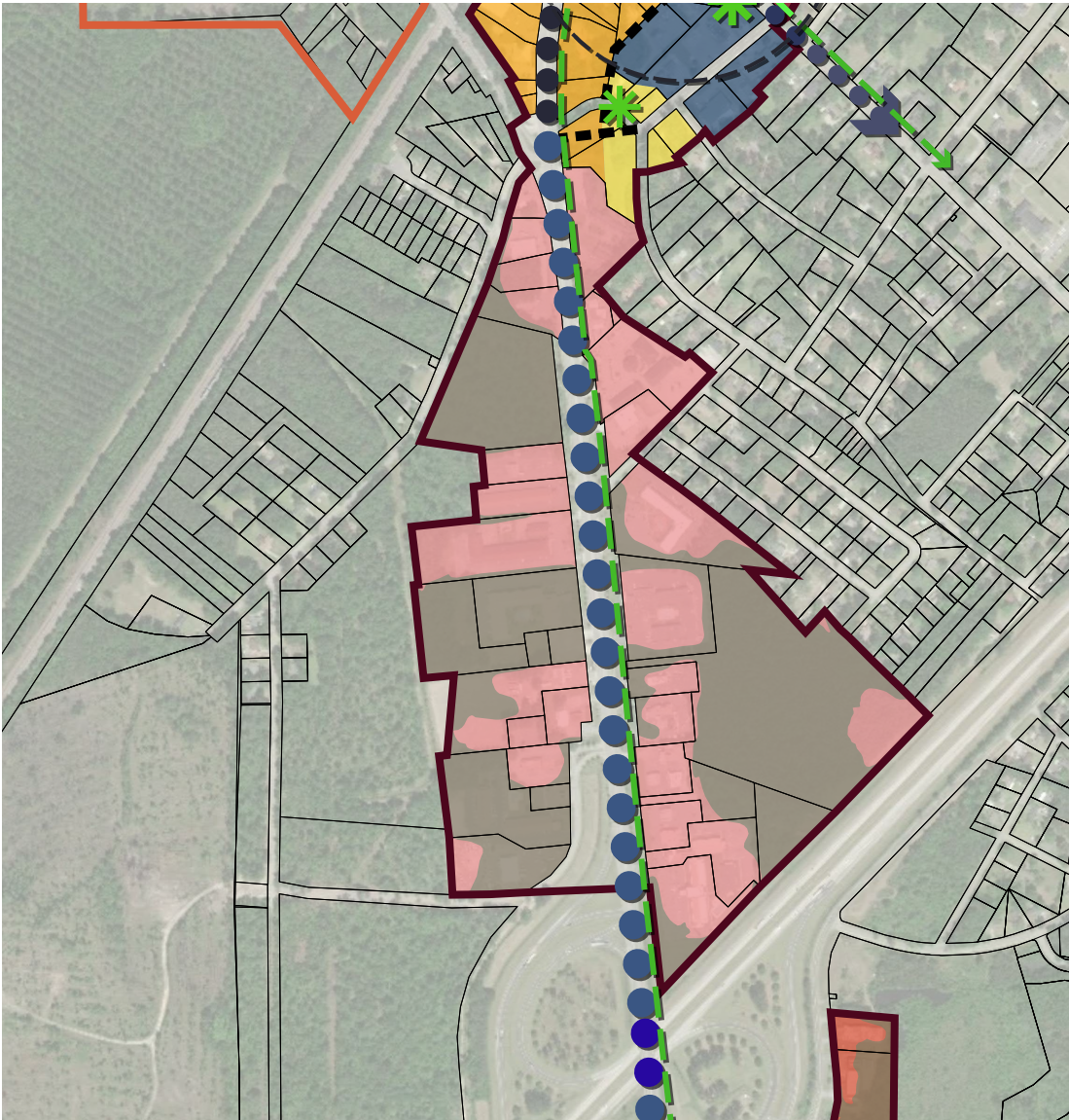
Northern Portion of Corridor







Southern Portion of Corridor



Suburban Corridor

- » Mixture of auto-oriented uses (retail, lodging, etc.)
- » Limited parking between building and street for new development
- » Design guidance/standards for new buildings or major additions
- » Preserve undeveloped floodplain areas
- » Streetscape improvements to lower speed, mitigate, screen, make more walkable, and beautify
- » East Coast Greenway
- » Signage/wayfinding

Near Intersection of WHB and Ulman



Streetscape and Safety

- » Narrow travel lanes
- » Wide, planted median (Live Oaks)
- » Side path (East Coast Greenway)
- » Pedestrian crossing at Ulman with “Hybrid Beacon”
- » Street trees
- » Improve drainage ditch to bioswale with native grasses
- » Low signage
- » Wayfinding

As Redevelopment Occurs

- » Consistent building placement
- » Limited parking in front and cross access
- » Screening between parking and street

Near Intersection of WHB and Ulman



Streetscape and Safety

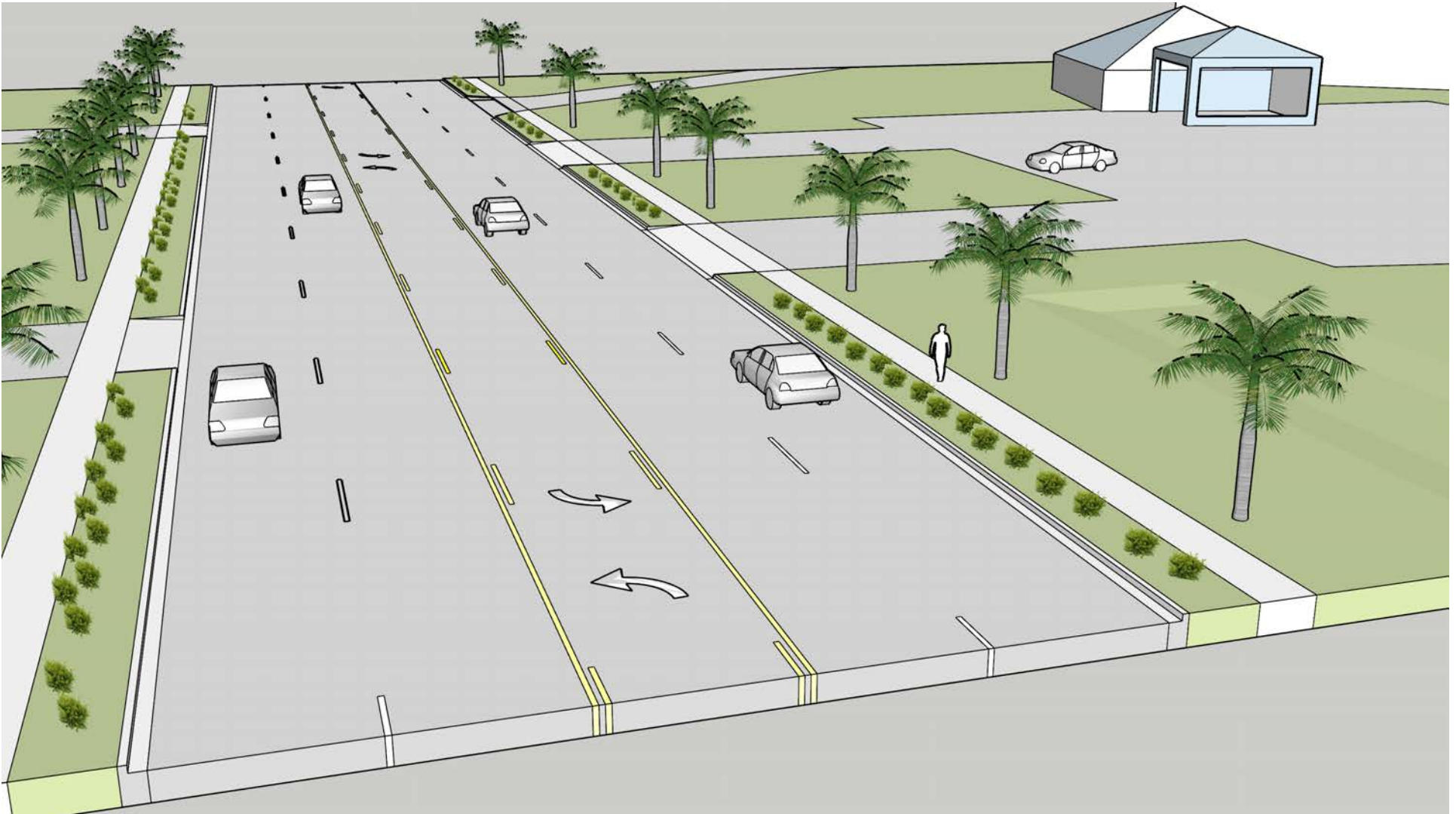
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As Redevelopment Occurs

- » Consistent building placement
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- » Screening between parking and street

W-H BOULEVARD EXISTING

Southern Portion of Corridor



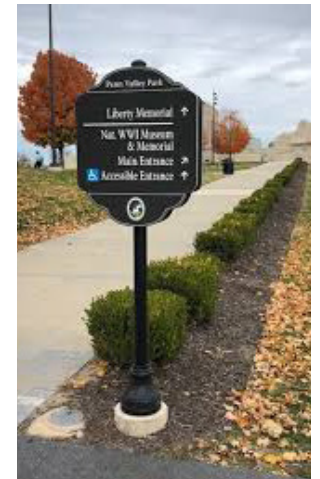
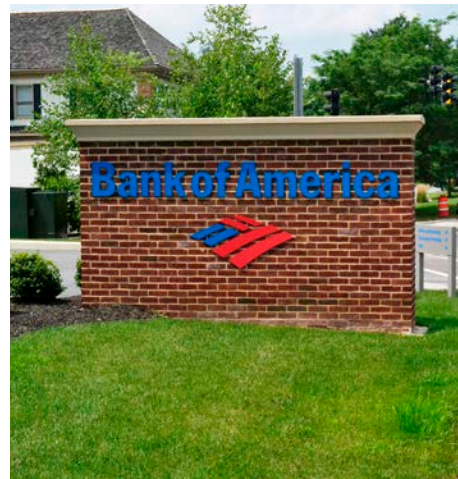
W-H BOULEVARD PROPOSED

Southern Portion of Corridor





CORRIDOR PRECEDENT



Southern Portion of Corridor



Bridge over I-95

Interchange

- » Auto-oriented
- » Apply updated Highway Corridor Overlay District standards
- » Signage/wayfinding
- » East Coast Greenway

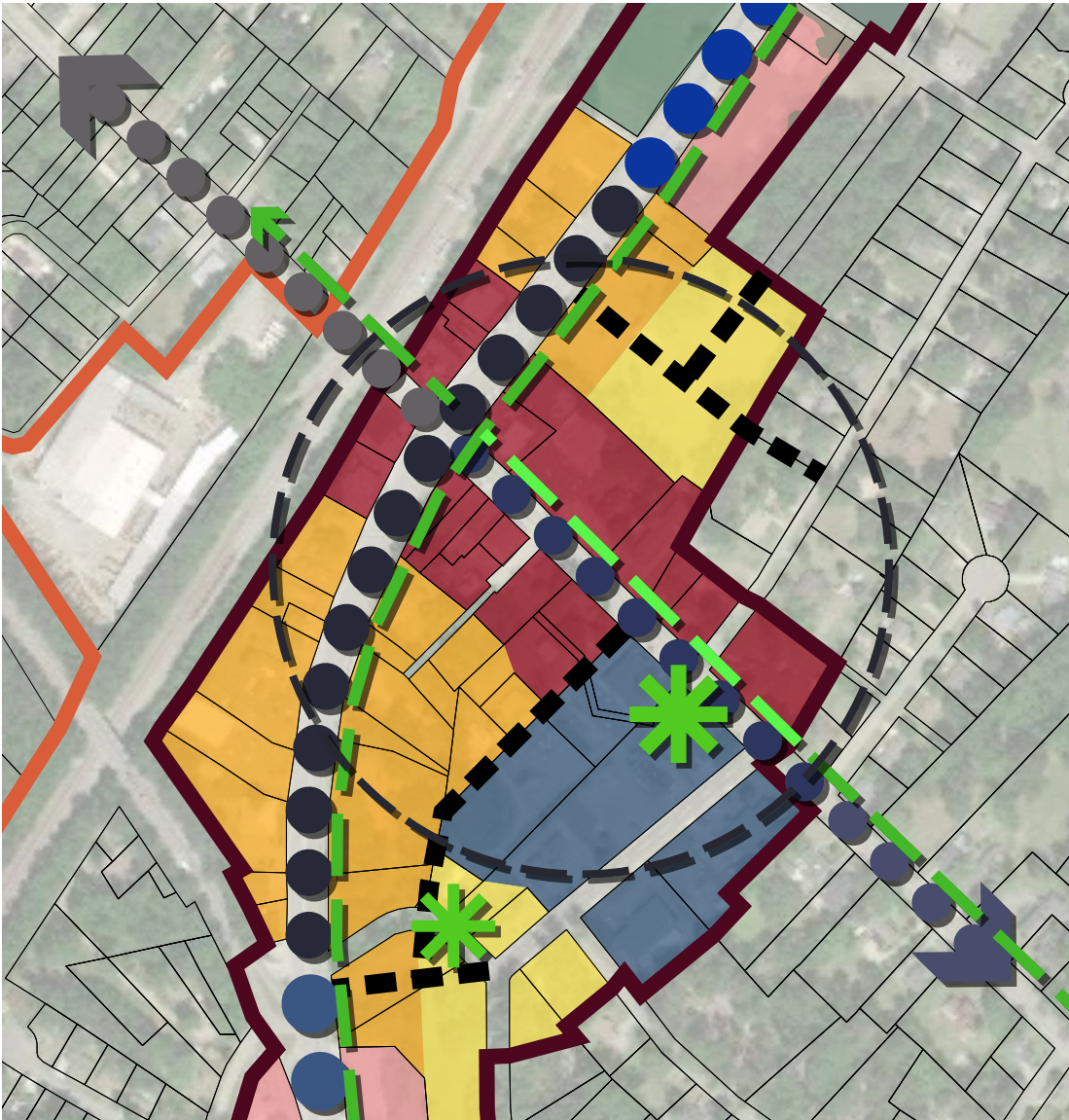
Corridor Industrial

- » Range of industrial uses
- » Maintain natural buffer along WHB
- » Preserve undeveloped floodplain area

BRIDGE PRECEDENT



Downtown



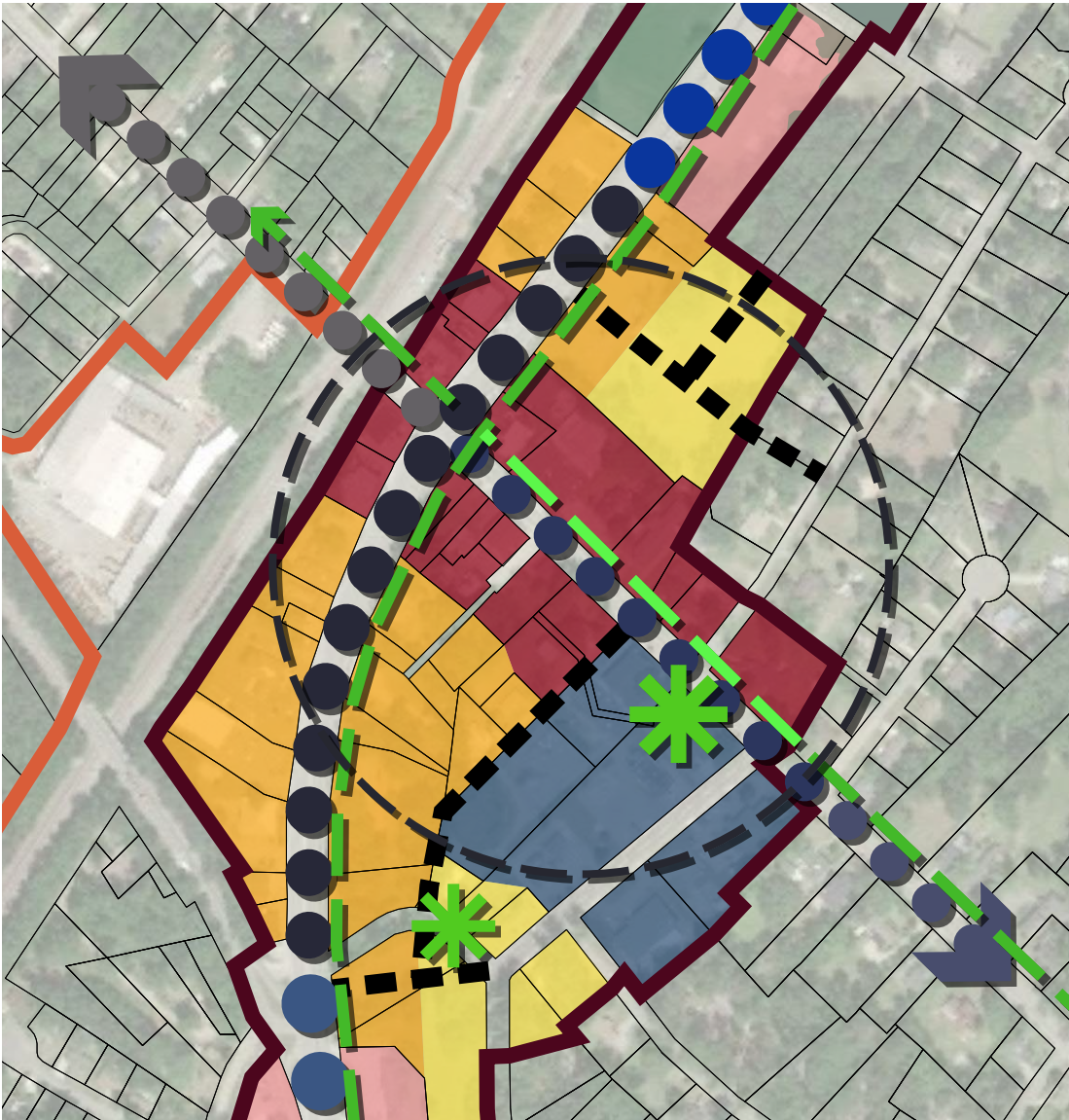
Mixed-use Shopfront

- » Buildings close to sidewalk
- » Shopfronts at street level to encourage active uses
- » Residential or office above
- » 2-3 stories
- » Parking behind

Mixed Residential/Office

- » Buildings close to sidewalk or shallow setback
- » Commercial uses allowed, but shopfronts not required
- » Mixed-use encouraged
- » Parking behind

Downtown



Medium-Density Residential

- » Mixture of residential—multi-family, townhouse, small lot homes
- » Shallow front yard
- » Parking behind

Municipal Hub

- » Veterans Park
- » Additional parking
- » Tying municipal uses together

New Street Connections

- » Baptist Church property
- » Municipal Hub and Boyd
- » New civic space

Downtown SCENARIO!



About the Scenario

- » Illustrative of what could be developed not what will be developed
- » Illustrates streets, blocks, building footprints, parking location, streetscape, and civic space
- » Intended to be incremental—something that occurs over time through private and public investment

Downtown SCENARIO!



Main Street

- » Connects Whyte-Hardee Blvd. to Municipal Hub
- » Small plaza at intersection
- » T. B. Carroll Park and Veterans Park
- » Buildings frame the street
- » Consistent streetscape
- » Parking behind buildings (could be shared)





Downtown SCENARIO!



New Blocks to the North

- » Improves connectivity
- » Improves walkability
- » Creates developable parcels for medium density residential development off of Whyte-Hardee

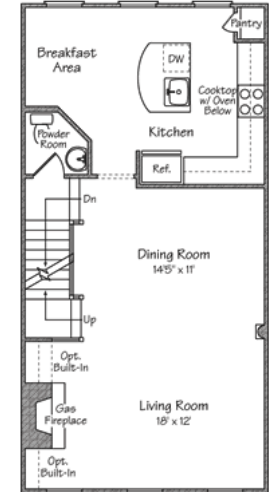
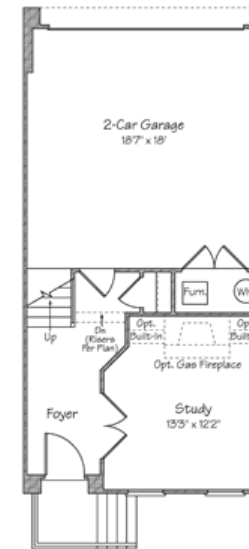
Downtown SCENARIO!



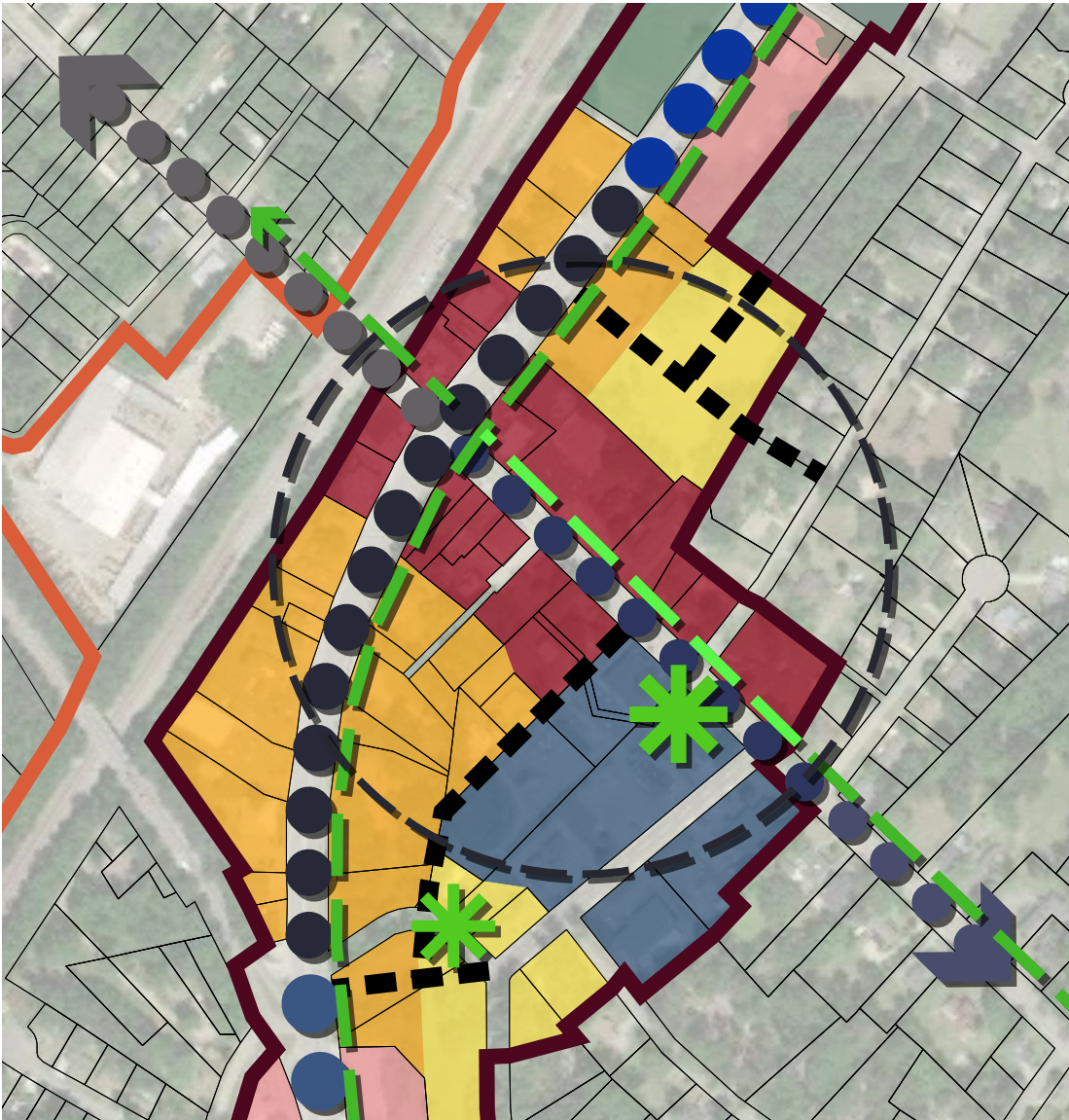
New Blocks to the South

- » Improves connectivity
- » Improves walkability
- » Creates developable parcels for medium density residential or small office development
- » Incorporates historic jail
- » Improves the intersection of Boyd and 321 (signalized)
- » Connects the Municipal Hub to Whyte-Hardee
- » Forms a small pocket park near the Masonic Lodge

DOWNTOWN PRECEDENT



Downtown



Whyte-Hardee Boulevard

- » Narrow travel lanes
- » On-street parking
- » Bulb-outs
- » Street trees in tree lawn
- » Side path (East Coast Greenway)

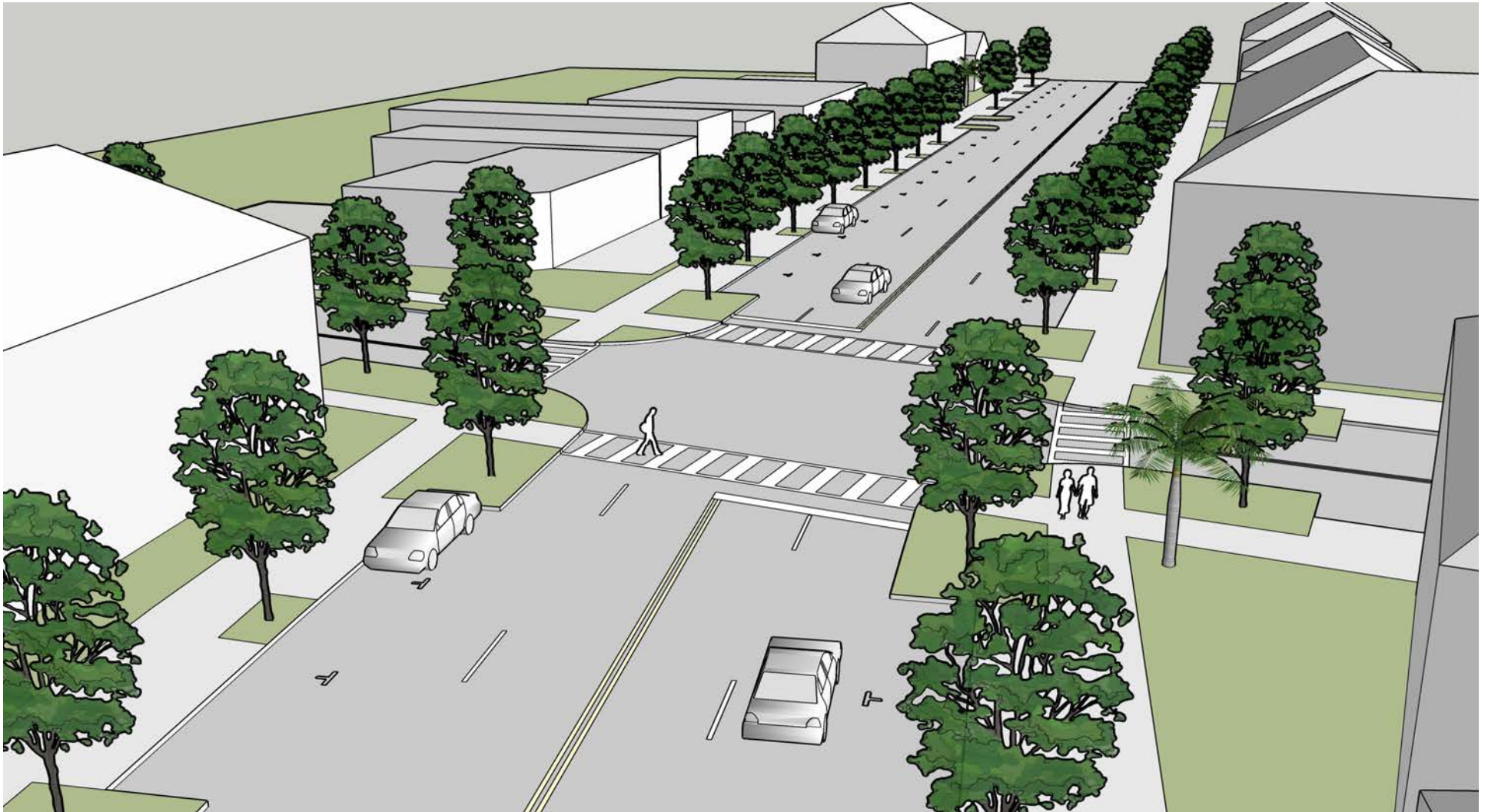
Main Street

- » Narrow travel lanes
- » On-street parking
- » Bulb-outs
- » Street trees in planters
- » Wide sidewalks (East Coast Greenway transition)

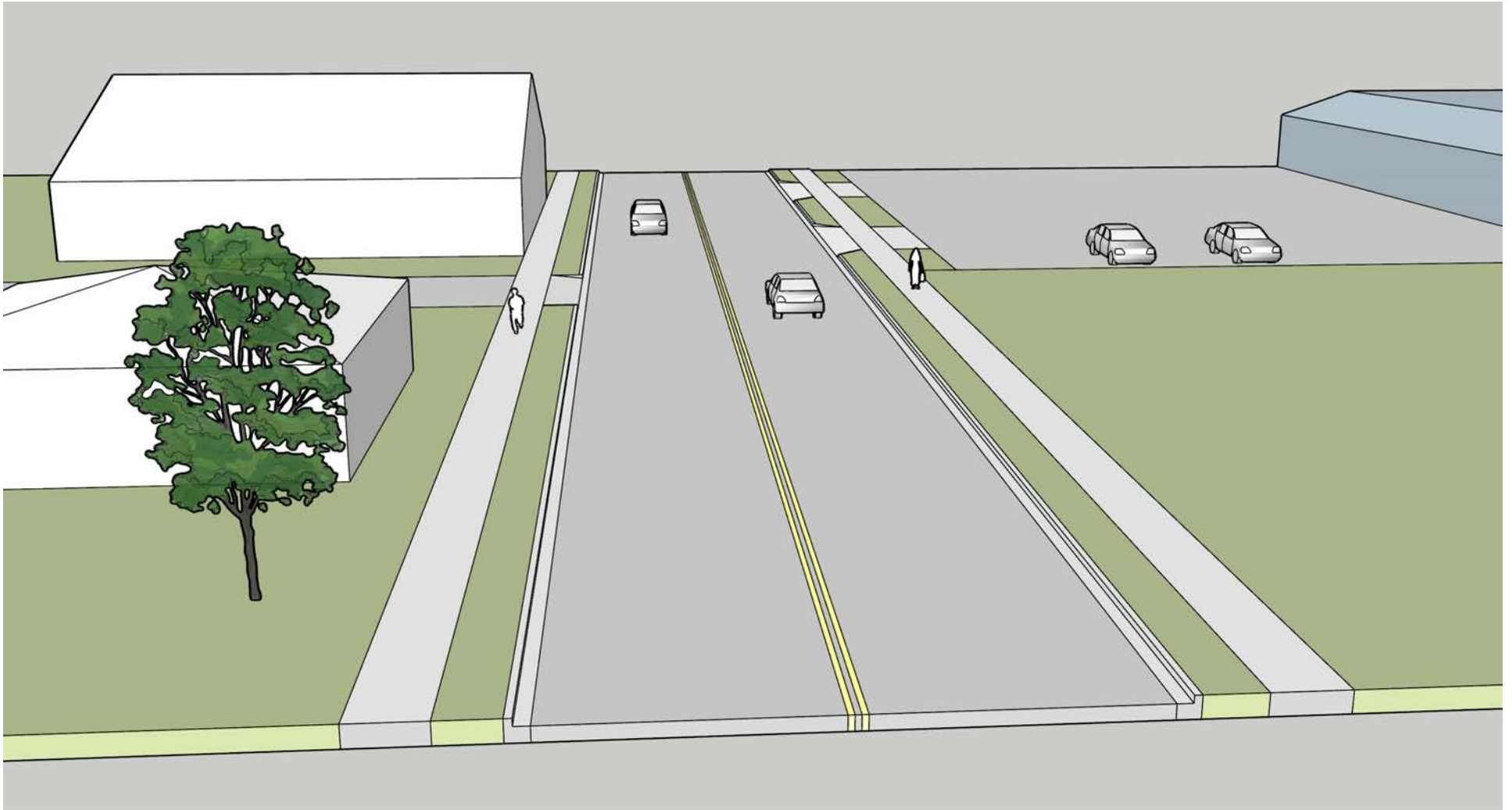
W-H BOULEVARD EXISTING



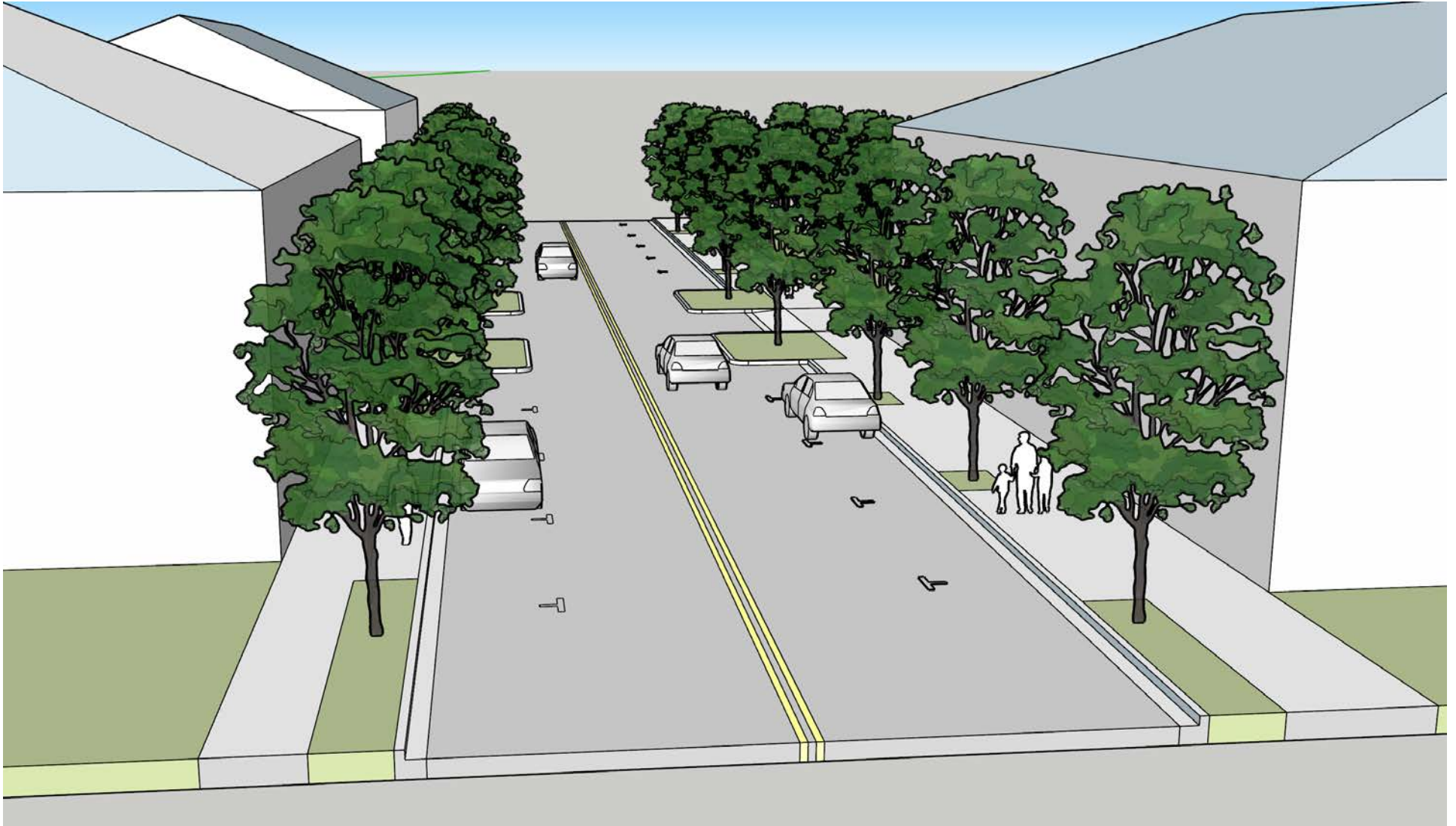
W-H BOULEVARD PROPOSED



MAIN STREET EXISTING



MAIN STREET PROPOSED





Gateway Visitor District



- **Enhancing Amenity Value**
 - Landscaping & Median
 - Gateways & Consistent Business Signage
 - Greenway
- **Upgrading of Lodging**
 - “Sticks”
 - Design Guidelines
 - Code Enhancement & Regulatory Enforcement
 - Increase contact frequency & accountability
 - Increase fees and fines for code violations
 - Attention to property maintenance code (but requires staff capacity and certifications) to fill gap in health & safety
 - Facilitate Corporate/flag oversight
 - “Carrots”
 - City Special District for Packaging & Facilitation (A&HT)
 - Marketing & Promotion
 - Technical Assistance
 - Board of Appearances Property Improvement Program
 - Developer Recruitment
 - Lobbying for East Coast Greenway
 - Lodging Upgrading and Improvement Gap Fund (A&HT)

Visitor District (Continued)



City of Hollister
Hotel Incentive Program



- **Lodging Upgrading & Improvement Gap Fund**
 - Targeted Use of Accommodation & Hospitality Tax or Permit/Fee funds for lodging redevelopment & upgrading
 - Portion of Accommodation & Hospitality Tax Revenue dedicated to fund the gap in cost for improvements (up to a to cap) over +/-10-year period
 - Alternative Program: Voucher for funding collected through permits and fees returned upon completion based on requirements
 - Sample Requirements
 - Operator submits financial feasibility assessment
 - Funding Provided for
 - Quality Service Hotel Development
 - Qualified Renovation Programs
 - Compliance contracts required for quality, O&M performance, and Level of Service
 - Technical assistance can also be required
 - Fiscal Return-on-Investment (ROI) to the City
 - Should result in higher occupancy, higher rates and therefore, higher tax revenue stream
 - Would not take funds from other Municipal programs

Industrial Park District



• **Marketing and identity**

- Enhance definition and appearance through signage, gateways, landscaping, greenway
- SCRDA Economic Development: Enhance the profile of existing businesses, available sites and buildings
 - Map of available sites and buildings
 - Marketing package
 - Business outreach and networks
 - Target recruitment opportunities

• **Encourage industrial redevelopment along Whyte Hardee**

- Identify redevelopment opportunities
- Work with property owners; land swaps

• **Limit/restrict retail & service uses**

- Used car lots, repair services
- Limit commercial impacts on downtown

Downtown Hardeeville



• **Restaurants & Retail**

- Creation of new development pad sites
- Business Recruitment Strategy & Incentives
 - Address liquor sales restriction through City facilitation with churches
 - Technical assistance to businesses
 - Restaurant rental incentive program
 - Use of City land, buildings & regulatory incentives
- Address propane / natural gas supply issues

• **Workforce Housing/Mixed Use**

- Housing Trust Fund; Leveraging Public-Private Partnerships
- Creation of new development pad sites
- Employer housing guarantees
 - City & County Government
 - Partnerships: Coastal Carolina Hospital, Resorts & Tourism Industry, Construction Companies
- City land, Facilitation, & Regulatory Incentives (“Carrots”)

Downtown Hardeeville (Continued)



Recreation & Open Space Assets

East Coast Greenway & Trailhead

Recreation Center & Library

Create Programmed Public/Civic Space

Cultural Heritage

Jail, UMC, Masonic Building, St. Anthony's, vintage buildings

Cultural Heritage trail, identity signage & gateways, tours, train

Festivals & Events relating to timber & rail heritage, Hispanic community heritage





ADOPT AS POLICY FOR FUTURE DEVELOPMENT AND REDEVELOPMENT

- » Make Plan part of your Comprehensive Plan and follow it!
- » Use the plan as a 'marketing tool' when seeking funding for projects
- » Provide community an annual report of efforts to implement the plan
- » Revisit the plan at least every 5 years and update as needed

STAY INVOLVED!

DRAFT PLAN PRESENTATION

Date and Time To Be Determined

Target Month: JUNE



common ground

URBAN DESIGN + PLANNING

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